



## Division of International Business



Take advantage of upcoming domestic and international events that will help you expand your business

### Newsletter Highlights

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### Trade Manager Visits

The trade managers from Idaho's three international offices in China, Mexico and Taiwan visited the state in September and October. During their visit they met with over 40 Idaho businesses throughout the state to discuss opportunities for international trade, including market penetration strategies, market research and distributor qualification. Company meetings were a balanced mix of companies who have been exporting and working with the trade offices for some time, and businesses just beginning their export business. In addition, the trade managers from China and Taiwan also participated on a seminar panel that included 65 company representatives who are seeking international prospects. The trade managers will return to Idaho in February 2011.

### Inbound Mexico Investment Delegation

September 2nd marked the conclusion of a three-day whirlwind tour of Idaho for a delegation of Mexican investors interested in investing in Idaho and Idaho companies through the [EB-5 Immigrant Investment Program](#). This delegation's visit was the culmination of the successful efforts of the Department of Commerce's International Trade and Commercial Innovation Divisions, along with the Idaho-Mexico Trade Office, to pre-qualify and recruit Mexican investors to participate in program.

The group met with 16 Idaho companies with investment opportunities located throughout the state.

Early results of the mission have been immediate and positive. One Mexican investor elected to immediately relocate his furniture manufacturing business to Nampa which will generate at least 10 new jobs. All of the investors promised investments to Idaho companies. Each investment is required to create at least 10 new jobs which will contribute to the [Project 60](#) mission of strengthening Idaho's economy.

## International Trade Shows

### Taipei International Building, Construction, & Decoration Exhibition

December 16-19, 2010

Taipei, Taiwan

Focusing on the theme of "Smart Green Architecture and Ecological Environment," the 22nd Taipei International Building, Construction, & Decoration Exhibition will exhibit more than 1,600 booths. The exhibition ground will be divided into specialized exhibiting areas, including Lighting & Lamps, Kitchenware and Equipment, Decoration Materials, Stone Materials, Electric & Mechanic Equipment, and Furniture & Furnishings.

The director of the Idaho-Asia Trade Office will attend the show and provide interpretation assistance and help facilitate meetings between Idaho companies and potential Chinese and Taiwanese distributors and business partners.

Deadline to register is November 30, 2010. Please contact: [Jake Klossner](#) at (208) 334-2650 ext. 2113 with any questions.

### Mexico International Furniture Market (Expo Mueble Guadalajara)

February 9 to 12, 2011

Guadalajara, Mexico

The Mexico International Furniture Market will be held in Guadalajara, Mexico, February 9 – 12, 2011. With over 50,000 square meters of exhibition space, the market showcases more than 500 exhibitors and their products. More than 10,000 international buyers attend the market, providing excellent international exposure to wholesale furniture manufacturers.

Armando Orellana, Director of Idaho-Mexico Trade office, will provide support, interpretation assistance, and help facilitate meetings between Idaho companies and potential distributors and business partners. Deadline for response is mid-January 2011.

If you are interested in marketing your products at this event, contact: [Christy Schill-Newbold](#) at (208) 334-2650 Ext. 2129

## US Trade Shows

### PowerGen 2010

December 14- 16, 2010

Orlando, FL

Electrical Power Systems, Process Controls - Industrial, Pollution Control Eq., Pumps/Valves/Compressors, Renewable Energy Equipment, Water Resources Equipment and Services. Contact: [Amanda Ayvaz](#), US Commercial Service (202) 482-0338

### AG CONNECT Expo 2011

January 7-10, 2011

Atlanta, GA

Agricultural Machinery & Equipment show with more than 10,000 industry professionals from around the world. Contact: [Mark Wells](#), US Commercial Service (202) 482-0904

### International Builders' Show 2011

January 12-15, 2011

Orlando, FL

The International Builders' Show is the largest annual light construction and residential building industry trade show in the United States and is one of the largest building industry tradeshow in the world. Contact: [James Yi](#), US Commercial Service (202) 482-6482

### World of Concrete 2011

January 18-21, 2011

Las Vegas, NV

World of Concrete is the largest annual international tradeshow for the commercial construction industry. Contact: [Graylin Presbury](#), US Commercial Service (202) 482-5158

For a comprehensive list of trade shows supported by the US Commercial Service visit [www.export.gov](http://www.export.gov)

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## Other Business Events

## [Incoterms 2010 FREE Webinars](#)

Incoterms are standardized definitions of commonly used shipping and trade terms that cover issues such as control of goods and financial responsibilities such as payment of cargo insurance and freight. Incoterms provide traders with a common set of rules outlining each party's obligations. These terms are changing as of January 1, 2011 and gaining an understanding of these changes can save you time and money. The following site is offering **FREE** Webinars on Incoterms 2010: [Incoterms 2010](#)

## [Export.com FREE Webinars](#)

The US Commercial Service is providing a series of **FREE** Webinars on a variety of export topics. Please [register](#) online. You will need an internet connection to view the conference and a phone to call in to receive the audio portion of the presentation. (Please note that times listed are EST)

[Cashing In with Free Trade Agreements \(November 3\)](#): Learn about the free trade agreements that are currently in force between the United States and some of its major trading partners, and understand what advantages these agreements offer to U.S. exporters.

[How to write an Export Plan \(November 10\)](#): Learn about the advantages of having a plan and how to write one that is simple, concise and effective.

[How to Find HS Codes, D & T \(November 17\)](#): Every product has its own harmonized code. Learn how to classify your product, find its harmonized code and compute duties and taxes.

[How to Ship \(December 1\)](#): Learn about the documents and terminology that are used in the export process. Includes the different kinds of assistance available for shipping your products to international customers.

[NAFTA \(December 8\)](#): Learn how the North American Free Trade Agreement can help you sell products and services to Mexico and Canada. Topics covered include benefits, determining and interpreting rules of origin, common issues and problems, how to complete documentation.

[Export Controls \(December 15\)](#): Learn how to determine whether your product needs an export license and how to comply with other government export regulations.

## News and Items of Interest

### [Bribery, Extortion, and Facilitation](#)

**Bribery- the offering, promising, giving, accepting or soliciting of an advantage as an inducement for an action which is illegal or a breach of trust.**

Doing business globally means dealing with cultural and political differences in finding success. For many companies, various forms of payouts have been accepted as business as usual. Foreign anti-bribery laws are seeing an increase in enforcement resulting in harsh fines, criminal charges and even jail time to company officials found to be engaged in bribery.

How can you avoid legal issues in this area? Both the [Business Principles for Countering Bribery](#) and the [Exporter's Guide to Anti-Bribery](#) briefly summarize best practices for your business. In general, cultivate a company policy of anti-bribery and define this clearly with your business partners who represent you, both here and abroad.

***"We Create Jobs, Strengthen Communities and Market Idaho."***

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